



WHY THE ARTS MATTER IN ALABAMA



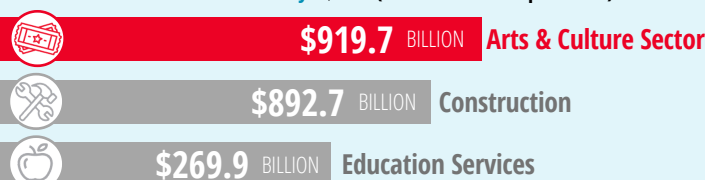
NATIONAL ARTS FACTS

ARTS & CULTURE SECTOR'S PERCENTAGE OF U.S. ECONOMY (Artists, University Arts, Commercial & Nonprofit Arts Organizations Combined)

ARTS & CULTURE SECTOR REPRESENTS 4.3% OF NATION'S GDP & 5.2 MILLION JOBS

U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector was a **\$919.7 billion industry** in 2019, representing **4.3%** of the nation's GDP, **5.2 million jobs**, and total compensation of **\$466 billion**.

Source: U.S. Bureau of Economic Analysis, 2019 (Prior to COVID-19 pandemic)



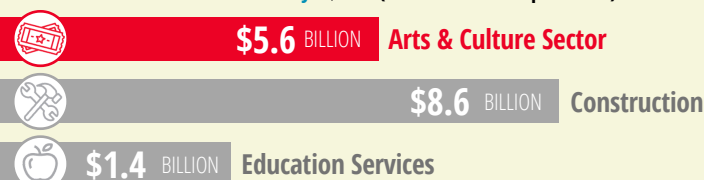
BONUS: In 2019, U.S. exports generated a \$33 billion arts trade SURPLUS.

ALABAMA ARTS FACTS

ALABAMA ARTS & CULTURE SECTOR REPRESENTS 2.5% OF STATE'S GDP & 47,134 JOBS

U.S. Bureau of Economic Analysis reports that the arts and culture sector contributed **\$5.6 billion** to Alabama's economy in 2019, representing **2.5%** of the state's GDP, **47,134 jobs**, and total compensation of **\$2.6 billion**.

Source: U.S. Bureau of Economic Analysis, 2019 (Prior to COVID-19 pandemic)



BONUS: In 2019, Alabama arts & culture was also larger than the Agriculture industry.

LOSS OF REVENUE AND JOBS (Commercial & Nonprofit Arts Organizations Combined)

Nationally, COVID-19 has devastated creative economy businesses with a loss of **\$150 billion** in revenue. In addition, **52% of all creative workers became unemployed** (2.7 million people) as of July 2020.

Source: Brookings, **Lost art: Measuring COVID-19's devastating impact on America's creative economy**, 2020.

\$150B
LOST REVENUE

&

52%
OF UNEMPLOYMENT

In Alabama, COVID-19 has devastated creative economy businesses with a loss of **\$791 million** in revenue. In addition, **53% of all creative workers in Alabama became unemployed** (25,211 people) as of July 2020.

Source: Brookings, **Lost art: Measuring COVID-19's devastating impact on America's creative economy**, 2020.

\$791M
LOST REVENUE

&

53%
OF UNEMPLOYMENT

ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES

Nationally, the nonprofit arts industry alone generates **\$166.3 billion in economic activity** annually that supports **4.6 million jobs** and generates **\$27.5 billion** in federal, state, and local government revenue.

- Spending by arts audiences generated **\$102.5 billion** to local businesses.

Source: Americans for the Arts, **Arts & Economic Prosperity 5**, 2017 (Prior to COVID-19 pandemic)

NONPROFIT ART ISA **\$166.3 BILLION** **DRIVER OF OUR NATIONAL, STATE & LOCAL ECONOMY.**

In 2015, the Alabama arts and culture sector **employed thousands of FTE jobs** and generated **millions of dollars in economic activity**.

- In Madison County, nonprofit arts groups generated **\$53.8 million** in economic activity. Audiences of 1.5 million people added another **\$36.1 million** in related spending for a total of **\$89.9 million** for the county in 2015. This generated **\$6.6 million** in local and state government revenue and generated **3,073 FTE jobs**.

Source: Americans for the Arts, **Arts & Economic Prosperity 5**, **City of Huntsville/Madison County report**, 2017 (Prior to COVID-19 pandemic)

NONPROFIT ART ISA **\$4.7 BILLION** **DRIVER OF JUST ONE OF OUR LOCAL ECONOMIES.**

PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

Q So how much is the federal government investing in the National Endowment for the Arts (NEA)?

A Congress allocated **\$167.5 million** to the NEA in FY 2021, which has been relatively level for the last several years. This amounts to just **51¢** per capita, yet the nonprofit arts industry generates over \$13 billion in federal tax revenue back to the U.S. Treasury. Imagine what nonprofit arts groups could generate with \$1 per capita.

Source: **Americans for the Arts Action Fund**, 2021.
Read: **"Funding The Arts is Good for the Nation,"** *The Hill*, 2015.

Q How much does the AL state government budget to the Alabama State Council on the Arts each Year?

A In **FY 20-21**, the state allocated **\$6.1 million** to the Alabama State Council. The Alabama State Council also received **\$819,900** in federal NEA funds, which the Council re-granted to dozens of cultural organizations through the state. Another **38** nonprofit arts organizations received grants **\$1,365,000**.

Source: **NEA** and **NASAA**, 2021

GDP & JOBS

COVID-19 IMPACT

ECONOMICS

FUNDING



"There is clear evidence that the arts contribute significantly to education and play a key role in the development of twenty-first century skills like critical thinking, creativity, communication skills and collaboration skills, which are highly sought by all industries. Participation in the arts builds confidence, which positively impacts students and translates to other disciplines outside of the arts. Not all students will become professional artists, but the arts play a critical role in the development and success of every student."

—Elliot Knight, Executive Director, Alabama State Council on the Arts



ALABAMA ARTS FACTS

IN THE YELLOWHAMMER STATE, THE ARTS UNITE US AS ALABAMIANS

Work in the arts in Alabama are marked by collaborations like the Black Belt Arts initiative bringing together groups throughout the rural central part of the state, and the Artistic Literacy Consortium working with schools, teaching artists, and communities state-wide.

ALABAMA STATE COUNCIL ON THE ARTS

Created in 1966 to advance the practice and enjoyment of the arts for the purpose of increasing importance to the general welfare of the people as a vital aspect of our culture and heritage and as valued means of expanding the scope of our educational programs.

Executive Director: Dr. Elliot Knight
Chair: James Harrison III

> Learn more [here](#).



ART IN ALABAMA

- AL.com lists the arts organizations helping to define culture in Alabama [here](#).
- Learn more about Arts in Alabama [here](#).

BE SURE TO CHECK OUT

Alabama Shakespeare Festival

www.asf.net

Alabama Symphony Orchestra

www.alabamasymphony.org

Birmingham Museum of Art

www.artsbma.org

ALABAMA ARTS ALLIANCE

Created in 1983, the mission of the Alabama Arts Alliance is to increase public awareness of and engagement in the arts through education and advocacy.

Executive Director: Donna Russell

Chair: Melissa Hughey



> Learn more [here](#).

> Join [here](#).

THE ARTS ARE EVERYWHERE!

- Fast-growing **Huntsville** is bringing together new industry, and new arts experiences. Lowe Mill is a piece of historic industry that is now the largest privately owned arts facility in the South. With 152 studios for 200 artists and makers, it's a must-see.
- In **Montgomery**, the Alabama Shakespeare Festival performs at the State Theater in the picturesque Blount Cultural Park. Also located in the park is the Montgomery Museum of Fine Arts, where you can see works in the collection of 4,000 objects. Highlights include American works from the 18th through 21st century, glass, quilts, and masks from African groups.
- Head up to **Birmingham**, and you will find great arts programming, too. Children's Theater provides shows for kids as well as a Imaginarium summer camp that enables kids to stage their own performance of a play. For grownups, there's the Red Mountain Theater Company presenting the best of Broadway. There's also the Museum of Art, Jazz in the Park, and the opera.
- Keep driving north to **Huntsville** and visit the Museum of Arts and listen to a performance of the Huntsville Symphony.
- **Muscle Shoals** has the Swampers. The Muscle Shoals Rhythm Section, affectionately called The Swampers, was a local group of first-call studio musicians (initially

working at FAME and then at Muscle Shoals Sound Studios), who were available for back-up. They have appeared on more than 500 recordings, including 75 gold and platinum hits. Visit FAME studios, the Alabama Music Hall of Fame and Frank Lloyd Wright's Rosenbaum house.

- Head on over to **Camden**, where you can visit **Black Belt Treasures Cultural Center**, filled with art created by Alabama artists, and catch the ferry over to **Gee's Bend**, where you can meet the famous **Gee's Bend Quilters**.

To View the Top 10 Reasons to Support the Arts, Click Here.

ALABAMA ARTS NEED YOU!

JOIN THE ARTS ACTION FUND FOR FREE TODAY!

E-MAIL US: ArtsActionFund@artsusa.org

VISIT US: ArtsActionFund.org/join

CALL US: 202.371.2830

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To download this factsheet, "Why the Arts Matter in Alabama," with corresponding resource links visit www.ArtsActionFund/StateFactsheets

As of 4/2/2021